THE MAX Challenge Launches Online Fitness Classes and Self-Care Resources, Accommodating Members Amidst COVID -19 Crisis

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Minute by minute, changes are announced regarding the country?s response to COVID-19. Most recently, many states are either subject to or about to be subject to full lockdowns. Home has gone from being the place where time is spent with the family in between the day to day activities, to the place where all day to day activities are commencing. This is the new normal.

Just 2 weeks ago, businesses touted their commitment to cleanliness and reminded their patrons to wash their hands through email and social media content. THE MAX Challenge, however, took a different approach. Even before shutdowns were mandated, THE MAX Challenge made the decision to close centers based on a moral responsibility to keep members and their families safe.

?We couldn?t, in good conscience, continue to advise and encourage members to congregate knowing what was ahead,? stated Founder and CEO of THE MAX Challenge, Bryan Klein. For that reason, THE MAX Challenge took swift action to fully transform their membership model and bring the magic of THE MAX Challenge to their members in the safety of their homes. As Bryan Klein assured the member base, ?Our

business has become much more than a business?we?re a family and we intend to do everything we can to stick together as a family during this time, even if we cannot share the same space.?

Though THE MAX Challenge is known for fitness, nutrition, and motivation, one of the things that truly makes this organization unique is the camaraderie and friendships formed within the four walls of the organization?s more than 80 locations nationwide. THE MAX Challenge is not only providing a series of workout videos but is quickly training up franchise owners to provide lived streamed interactive classes in an effort to maintain the close connections formed with the member base.

Additionally, THE MAX Challenge has made a commitment to provide online resources for all aspects of the program. Centers will host nutrition seminars and cooking demonstrations online to help members to make healthy choices for themselves and for their families. Klein and his team have also arranged for weekly motivational speakers to present in the organization?s national Facebook group, currently consisting of close to 30,000 individuals. ?We need to maintain a positive mindset. These weekly speakers will cover topics ranging from mindfulness to navigating life in adverse times, and more,? said Klein. ?It has always been our mission to help members to live happier, healthier, more fulfilled lives. Nothing can change that,? he continued.

An official Virtual 10-Week Challenge will begin at nearly all locations starting on March 30th. ?What we need at this time is structure and a sense of normalcy,? said Director of Marketing and Development, Hayley Guerra. ?These classes and other online resources allow our members to practice self-care at a time when it?s incredibly easy for self-care to fall by the wayside. The virtual 10-Week Challenge also offers a psychological benefit in terms of progression and a sense of forward motion when many feel stuck,? she added. As a mother to a 3-year-old boy and a daughter due in July, Hayley has shared that these workouts have not only become important to her overall well-being, but offer the opportunity to smile and laugh a bit as the family squeezes into the living room to work out together.

On top of the quick shift to an online model that goes far beyond online workouts, Bryan Klein also hosted a Nationwide Live Streamed Workout on Saturday, March 21st. More than 1,200 simultaneous participants tuned in to the live stream, which played on both YouTube and THE MAX Challenge Facebook page. Just 24 hours later, the feeds have over 10,000 views and counting. Klein will continue to host these live open workouts weekly. These workouts will remain free and open to the public.

It?s no surprise that THE MAX Challenge has quickly adjusted course with the rapid deployment of these innovative online resources. In fact, THE MAX Challenge is one of five prestigious New Jersey companies to have been chosen as an honoree for the 2020 ACG NJ Corporate Growth Award. ?Today?s successful companies need to be open, flexible and nimble ? ready to reinvent themselves and take risks,? said Klein. Paired with THE MAX Challenge?s commitment to do the right thing by the communities they serve, this rings

true now, more than ever before.

To learn more about THE MAX Challenge please visit www.themaxchallenge.com or contact info@themaxchallenge.com.

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The MAX Challenge of Flemington

THE MAX Challenge is a 10-week body transformation system designed to make fast and lasting changes to your appearance and overall well-being. We combine Nutritional Counseling, Fitness Classes, and Motivation.

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